

Re:vuer

Mobile Social Market Research Platform Proposal

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MxR E-team:

Brian Kalember
Industrial Design

Tanner Heffner
Professional Writing

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Computer Engineering/
Computer Information Technology

Jake Johnson
Marketing



Purdue University

Mobile phones are our greatest research tool.

People never forget their phones. Our web based ethnographic research platform will allow companies to see the daily lives of their consumers. By creating a platform that encourages consumers to share their feelings and experiences during daily tasks, we can collect qualitative data at the 'magic moment.' The topics shared by consumers along with the consumer ethnographic data will be used to build a database of information that researchers can reference when targeting specific markets. It will also have the added flexibility of providing researchers with the option to target specific markets that they need for their particular study. (The benefits and possibilities of mobile market research are outlined in Appendix A).

Finding new markets.

The goal of **Re:vuer** is to create the ability to find new markets with a desire for catered products and services. The era of mass production is over. With the advent of web services like Kickstarter, consumers are able to "back" specialized and innovative products. Established industries are faced with the challenge of creating these specialized products. With current market research and R&D processes, many products don't make the cut and are forever lost in company archives. Current mobile apps developed for mobile research provide simple surveys and data collection on existing products and services; **Re:vuer** will gather data for future products and services. If we use mobile devices to look into the lives of users, we can create better products and services to meet their specific needs.

Plan of execution.

While we are currently only in the research phase of our product, we will begin the development and ideation phase shortly. By spending more time on researching how the market research is currently done and what ethnographic data companies are seeking, we can design a better system that users will enjoy using while simultaneously generating data that companies can easily manipulate.

We will create wireframes and interactive prototypes that will allow users to manipulate and complete a mock research topic. By doing this, we can verify that our platform is usable and make refinements based on troubles that users find. Once the User Experience design is complete, we will overlay it with a graphical interface that matches current graphic user interface trends. Next, we will estimate a production cost which will help us calculate the subscription cost to companies for our service. Later, we will focus on creating a design language and database system that will be scalable to a global market.

Beneficial to companies and consumers.

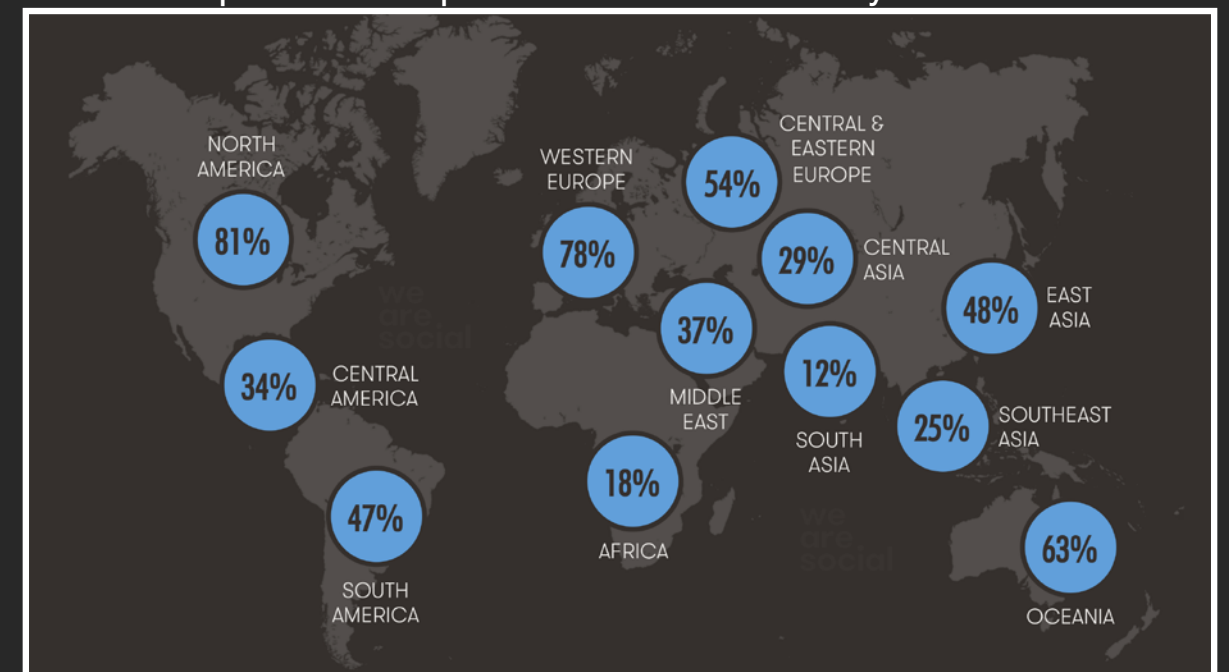
Re:vuer will give companies a direct connection to their consumers allowing them to find unmet needs within different markets. The removal of the formal market research process will eliminate most bias found in sponsored research. It will allow users to relay their unfiltered feelings and experiences to companies. The users will also be rewarded for their time and efforts. Monetary rewards will come directly from us and not the companies doing the research which will help remove any incentive bias. Our product will be able to deliver unfiltered qualitative data to companies all over the world.

The benefit of being mobile.

Through our platform, companies will have access to a wealth of user insight and be able to easily reach out to new markets. Since January 2014, 90% of American adults have cell phones and about 60% of Americans own a smart phone¹. While these figures demonstrate our domestic audience, this method is scalable to a global level allowing mobile internet users within other countries around the world, and more importantly developing countries with newly established internet infrastructure, to join us.

By creating a well-established social market research platform domestically, we can then expand to a global scale tapping into broader ethnographic groups and expanding into new global markets. The mobile internet world is growing and we want our market research database to grow with it. The current global market potential is demonstrated by this diagram:

Global map of Internet penetration as of January 2014



GlobalWebIndex via WeAreSocial; <http://wearesocial.sg/blog/2014/01/social-digital-mobile-2014/>

Who we will reach.

Initially, we will focus on mobile users who fall into the category of the 'Millennial Generation,' as they are the stakeholders of the future and more importantly, the global market. They are the most connected and conscience people who want a hand in shaping their future. By marketing our product to them, we can gather their insights, emotions, and thoughts to create a substantial group of motivated users. After this, we will branch out to all smart phone users, diversifying our database and creating new ethnographic categories.

Re:vuer will be a social platform that will allow users to take part in studies individually or in groups. Our tool will interactively engage users in ongoing research with challenges and activities and reward their efforts accordingly. Users will be rewarded as they contribute more. For example, someone who fills out their initial profile completely will be rewarded a bigger initial prize than someone who simply signs up and provides little to no information. By creating a challenge and reward system, users will feel accomplished thus encouraging them to return to earn more rewards.

Why it will be better.

Existing market research apps grant companies to survey individual users and allow companies full control of the research process. Often times they allow their platform to be rebranded to fit the company's needs and rewards are dictated by the company. They then screen users and notify the ones who meet the requirements to participate in surveys and polls. Some even allow users to submit images of products on store shelves or in their homes.

Since **Re:vuer** doesn't use any screening process, we plan to categorize our database so that you can select from our existing ones or create your own based on user submitted profiles. Our product will remove all branding and reward based biases and allows users to easily access monetary rewards through a prepaid card. This, combined with a collaborative environment like a social network will keep users engaged while encouraging them to return as often as they like to complete new challenges and activities for ongoing studies.

Our innovation is in our database and our collection of qualitative data. As well as our removal of the bias in current research methods and allowing our clients to access the markets they need in real time. By eliminating the cost of traveling to different markets and paying for research panels, we provide qualitative data at a lower cost, from the users our clients want. Our subscription based service will allow initial cost to be much lower and allow for different levels of access. Through a contractual subscription payment, we can ensure our clients 24/7 access to our database and support services.

Our plan.

Our path to commercialization will begin with a solid concept development. Through research and user testing we will verify the effectiveness of our mobile app and web portal and refine it to a point where it can begin development in cross platform application. While we develop the cross platform app for users and web portal for clients we will create a database or utilize an existing databasing service and proceed to setup one that will work well with our system.

While the production and development team is working on that, the design and marketing team will develop a graphic overlay for the app that will translate into a branding image and cue the layout of the client's portal. Through this we will develop a unified branding for our company, products, portal and app. Once we have a functional, designed and working product we will begin marketing to our users who consist of most smart phone users between the age of 20 and 40 of various ethnic groups to provide diverse research data. This marketing campaign will yield a diverse set of data that we will use to market to clients for their own market research or sell them the ability to enlist our users for their own specific research via targeted categories.

Sustainability through profit.

While our technology is mostly software based and will be inexpensive initially, setting up a database and then maintaining it will be a great cost. After we develop a large enough database and must upgrade, we will use company profits to do so. In a for-profit model we would be able to afford constant support at both the user and client end of our platform and be able to upgrade our system as demand increases allowing more data to be collected across many categories. While we are not in the business of actually doing the research for our clients, it is important that we make sure that they are properly accessing the data they need and be able to get to the users they desire for their specific research. This way they can have the best possible view into the markets they want to provide better products and services.

While there is no initial intellectual property that is key to our product, we would eventually be able to create a Research & Development department in the company that would begin to create new parts of **Re:vuer** or new products entirely. While we are always thinking of new and exciting possibilities, the initial launch of our product will focus on the benefits of our product and will be unlicensed until it is necessary. The benefits of our platform is the purity of our data, access to a breadth of categorized markets and the ability of our clients to reach out to specific categories for their own research.

The MxR Team.

Brian Kalember - Senior in Industrial Design (08/2015)
Proprietor, Creative Director (UX and IxD Designer)
Industrial Designer with a focus in User Experience Design (UXD) and Interaction Design (IxD). **Re:vuer** creator and team leader who will focus on the UX and design IxD aspects of **Re:vuer** and the integrity of the market research data.

Tanner Heffner - Senior in Professional Writing (05/2015)
Market Research Director and UX Designer
Professional Writer with a background and specialty in technology. Will assist in User Experience Design and manage research data collection. Also the overseer of data quality and question content.

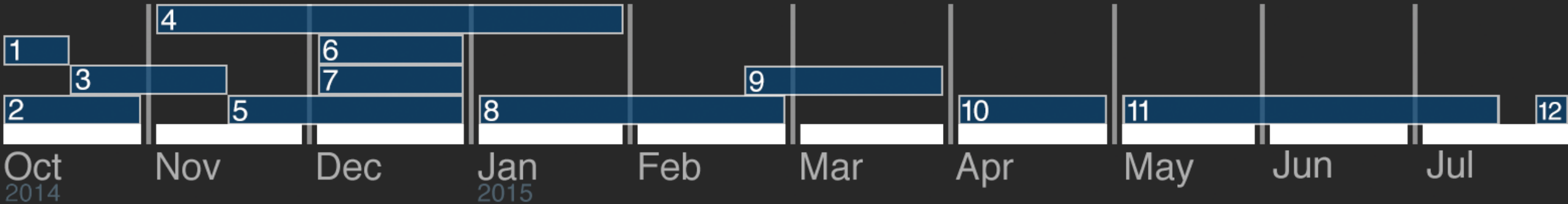
**Michael Price - Senior in Computer Science and
Production Manager Computer Information Tech (05/2015)**
Experienced back and front end developer who will oversee technology use. Will manage the development of platform infrastructure and database as well as assisting in front end work.

Jake Johnson - Sophomore in Marketing (05/2017)
Marketing Manager
Marketing student with a focus in brand management. Manager of marketing plans and their executions. Will also be brand manager, overseeing the brand development and product advertising.

Nancy Rasche - Industrial and IxD Design Instructor
Principal Investigator
Interaction Designer and Industrial Design Educator who will assist in Design process and act as advisor for MxR E-team in the VentureWell program.

Measuring Success.

The success of our endeavor will mainly be measured by the size of our sample size for our initial databasing. This will depend heavily on marketing to consumers so that we have a large enough database to bring to our investors and prove the benefits of **Re:vuer**. The secondary measurement of our success will be the quality of data that we can provide, while measuring this may be difficult, we can utilize market research standards and provide a feedback system for our clients to alert us of any issues.



Work Phases & Timeline.

1. Research & Analysis	Initial research to verify concept and research into consumer and company interest in product.
2. UX and Wireframing	Design user and company systems for meaningful interactions for users and ease of data access for companies.
3. Usability/User Testing	Take wireframe prototypes and models to target consumers to verify user experience design and system navigation.
4. Database Building	Develop a data structure and management system that will support users at both ends of data input and access.
5. Web/Mobile Develop.	Create a cross platform system that will function similarly between mobile phone operating systems and PC browsers.
6. Front End/Graphics	Design visually relevant graphic designs that synergize with interface and cross platform design language.
7. Data Visualization	Implement easy to understand data visualization on researcher portal and organize raw data for simple navigation.
8. Consumer Marketing	Branch out to target users via advertising and develop a brand image that makes people want to use our product.
9. Initial Data Collection	Collect data from initial users via user profiles and ethnographic research activities and tasks.
10. Data Testing	Verify the data collection and storage is working properly and test the researcher portal for proper access and visualization.
11. Investor Marketing	Focus on marketing to companies that want to advance their market reach with new, specified products and services.
12. Initial Launch	Prepare entire platform for launch to investors, allowing them ccess to researcher portal and launch app on web stores.
13. Verification/Support	Touch base with first round of users and researchers 2 weeks after launch to learn of issues and bugs with system.
14. Marketing: Part 2	Begin second round of marketing to focus on all smartphone users to diversify database and create new users to notify.
15. Expand/Maintain	Continue expanding market to create the most diverse database of data and users while maintaining customer and user support.

Team Resumés

Brian Kalember

Contact

email: bkal117@gmail.com
cell: (219) 765-3857

Experience

- 1. Delta Faucet Company - *Associate Industrial Designer*
Designed multiple fixtures and bathing products while working with marketing and production teams. Developed products for retail after examining current market gaps and future market trends. Designed around innovative Temp2O technology with engineers for new shower products.
- 2. TEDx PurdueU - *Creative Director*
Brought in as graphic designer to rebuild website and design stage layout for event. Shortly became Creative Director and designed promotional items and events as well as official t-shirt for organization.

Technical Skills

Photoshop, InDesign, Illustrator, Dreamweaver, Wordpress, Creo/ProE

Programming Languages

Javascript, jQuery, HTML/CSS

Michael Price

Contact

email: mtnp55@live.com
cell: (317) 748-3859

Experience

- 1. Angie’s List - *Product Owner*
Lead an integration project with a team in New Zealand for an Angie’s List partnership, designed and visualized the product from beginning to beta stages.
- 2. Angie’s List - *Software Engineer*
Helped transition Angie’s List legacy code to a more scalable infrastructure.
- 3. Microsoft - *Windows Phone Developer*
Developed and published 12 apps for the Windows Phone Marketplace.

Technical Skills

Backend/frontend web development, asp.net, Django, Play (scala), node.js, meteor.

Programming Languages

C#, Javascript, HTML/CSS, Swift, Java, Python, C, Scala

Tanner Heffner

Contact

email: heffnertanner@gmail.com
cell: (574) 529-3800

Experience

- 1. Best Buy - *Geek Squad Consultation Agent*
Analyze problems with computers, phones, and tablets.
Efficiently troubleshooting products and selling skills.
- 2. Tenneco Automotive - *Information Technology Assistant*
Maintained computer, phone, and other electronic systems.

Technical Skills

InDesign, Photoshop, MS Project, MS Visio, MS Access, SQL, MS Office, SAP, Lotus Notes

Programming Languages

Visual Basic, Python, C#, HTML/CSS

Jake Johnson

Contact

email: john1247@purdue.edu
cell: (317) 517-5729

Experience

- 1. Anheuser-Busch - *Brewery Ambassador*
Worked in tour center at St. Louis brewery, dealt with guest relations, directed tours, assisted in in company PR projects.
- 2. Bolden’s Dry Cleaners - *Customer Relations and Operations*
Handled customer relations and general operations of business, often running the operations unaided. Helped create a Facebook page and improve general marketing and daily operations.

Other Experience

- 1. Current project in Marketing to improve the economy of Baan Tawai village near Chiang Mai, Thailand through online galleries and bios.



COLLEGE OF LIBERAL ARTS

DISTINGUISH *yourself*

To: VentureWell E-Team Program

From: Nancy Rasche
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It is my pleasure to write this letter of support for the Re:vuer proposal for your E-team program. It is my belief that this group has a fascinating technology based innovation that will revolutionize the way marketing research is conducted. Currently, companies struggle to do elaborate social research that is often expensive, time consuming and limited on consumer diversity. Re:vuer's goal is minimize the effort, provide better results, and expand the reach.

The Re:vuer project started from Brian Kalember's summer internship at Delta Faucet in Indianapolis Indiana where he observation the difficulties that companies experience doing market research. He witnessed the challenge that companies face when they need to do social marketing research to lead product design development. He saw that it took a very long time to set up ethnographic research and it required substantial effort on the design team. It was also noted that there were difficulties in reaching a good market sample. In fact, they would often have to travel out of state to conduct the research which still only provided information from one local area; Thus, not providing a good sample of the entire country or even the global market. The Re:vuer will make use of a mobile phone application that can provide a global market sample.

In conclusion, I fully support the development of the Re:vuer application for marketing research here at Purdue University. I will mentor the group to make sure that deadlines are met. I believe that this product can provide the stakeholders with an innovative tool to get marketing information and provide marketing information.

Sincerely,

Nancy Rasche
Purdue University, Industrial Design Department



From: Jordan Bahler
Industrial Designer
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To whom it may concern,

I am writing this as a letter of support for Brian Kalember's team as they develop Re:vuer into a potentially industry changing tool. The idea of collecting a diverse range of user-provided data through mobile devices would result in better quality of data as well as shorter lead times for initial research. This concept is very intriguing both from a corporate standpoint, where companies are always looking to increase efficiency and quicken speed to market, as well as an entrepreneurial and designer point of view. There are an increasing number of start-ups with low budgets nationwide who are looking to solve everyday problems in the best possible way – Re:vuer could provide the answers and convenience for such companies to really thrive and help add value to our national economy.

Having worked with Brian for several years, I know that when he is passionate about something and really focuses in – there is little he cannot accomplish. With his experience leading the student chapter of IDSA and knowledge of corporate design process, I fully support the Re:vuer project.

Regards,

Jordan Bahler
Industrial Designer, Delta Faucet Company
Co-Chair, IDSA Indiana Chapter